

Customer Survey: Overview of Design Plan

- *By telephone, in 5 languages*
- *All GTE/PB service areas*

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>% interviewed in native language</u>
Residential customers (all samples)	<u>3,656</u>	<u>1,817</u>	<u>1,839</u>	
ULTS subscribers	1,297	550	747	
ULTS eligible (low income)	1,280	592	688	
Hispanic customers	766	354	412	49%
Black customers	375	175	200	
Chinese customers	317	156	161	58%
Korean customers	306	154	152	94%
Vietnamese customers	308	156	152	96%
Low income seniors	428	207	221	

Field Dates: September 20 through October 28, 1993.

Examination of 12% “At Risk”

- *Lower income, higher bills, more IEC charges*

	Find phone service —		
	<u>Very easy to afford</u>	<u>Somewhat easy</u>	<u>Difficult (“At Risk”)</u>
Household income			
\$25,100 or less	34%	44%	62%
Average monthly bill (a)			
Median	\$40	\$50	\$64
Total GTE/PB charges	\$21	\$25	\$26
% of bill — (b)			
GTE/PB	53	50	41
IEC	47	50	59

(a) among those who receive 1 bill (90% of all customers)

(b) rough estimation using respondent testimony for total monthly bill and company records for GTE/PB portion.

Awareness of ULTS

	<u>Low Telephone Penetration Areas</u>		
	<u>Residential customers</u>	<u>Matched customers</u>	<u>Non-customers</u>
<i>Heard of something called Universal Lifeline Telephone Service?</i>			
Yes (know by name)	48%	61%	40%
Yes, but cannot describe	23	9	14
Not heard of	30	32	46
<i>Aware special service for lower income households?</i>			
Yes (know by generic)	29%	12%	NA
Total "know of" service	76%	73%	40%-58%

NA = Not available. Not asked due to clerical error in final proofing of questionnaire.

Interest in ULTS (among Qualified, Don't Have)

Told "with ULTS, you would still pay whatever you do now for calls (but) save about (\$5.88)/(\$5.17) per month (for) FLAT RATE or (\$3.62)/(\$3.22) (for) MEASURED RATE."

*Given those savings,
this would be —*

Much easier to afford

A little easier to afford

No easier to afford

Can't say

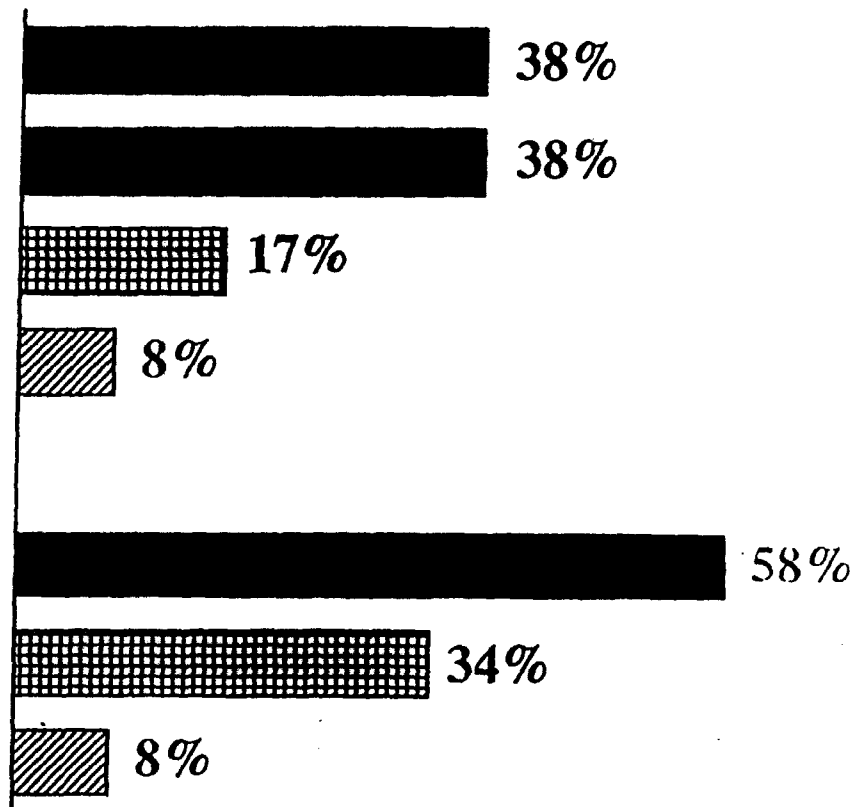
Assuming eligible, would —

Sign up

Continue as now

Can't say

Customers who qualify but don't have ULTS
(10% of all customers)



Conclusions

- Non-customer segment includes many who get service, then lose it.
- Leaves very few households who feel a need for it but have not had it.
- Reflects efforts to increase accessibility and make it easier for those who want to get onto the network. Such efforts must continue, but other, new efforts are required.
- Stop in and out movement

Customer survey

12% at risk

Non-customer survey

65% had it, lost it

4 Key Issues for Policy Planners

(1) Retention: keeping customers on network

Call control: LEC and IEC

Mobility

Custom Calling Services (CCS)

(2) Education: awareness of costs, ULTS specifics

Startup costs

Deposit requirements

Installment option (for paying amounts due)

(3) Product: ULTS does not address some key needs

No more affordable than regular rate

Basic service only small part of most bills

Name is not synergistic with purpose